

What is claimed is:

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1. A method of transmitting an advertisement from a sending party to a receiving party comprising the steps of:
- 5 initiating a communication from a data processing system associated with the sending party;
- associating a preselected advertisement with said communication; and
- transmitting said communication with said preselected advertisement embedded therein to the recipient.

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2. The method of claim 1, further comprising the steps of:
- offering to the sender an option of becoming an advertiser; and
- enabling, if the offer is accepted, a procedure within said data processing system by which said preselected advertisement is associated with the communication.

3. The method of claim 1, wherein the advertisement is associated with at least one of software or hardware operable with the data processing system.

4. The method of claim 1, wherein the communication is at least one of e-mail, facsimile, voice-over-IP, voice-over-Internet, voice mail, video mail, video teleconferencing, and an animated presentation.

5. The method of claim 1, wherein the advertisement is sent for a preselected time period.

6. The method of claim 1, wherein the advertisement is sent up to a pre-selected number of times.

7. The method of claim 1, wherein said preselected advertisement is electronically obtained from a third party data processing system.

5 8. The method of claim 2, wherein the user is compensated for accepting the offer to become an advertiser.

9. The method of claim 1, wherein the advertisement is at least one of visual and aural.

10 10. The method of claim 2, wherein the advertisement is incorporated in setup software for one of software and hardware.

15 11. The method of claim 2, wherein means for sending the communication comprises at least one of an e-mail client, a facsimile system, a voice-over-IP system, a voice-over-Internet system, a voice mail system, a video mail client, and a video teleconferencing system.

20 12. The method of claim 2, further comprising offering to a recipient of the communication and advertisement an option of being an advertiser.

13. The method of claim 12, wherein said step of offering to a recipient of the communication and advertisement an option of being an advertiser includes fraud avoidance means for reducing or eliminating fraud associated with the transaction.

25 14. The method of claim 7, wherein said preselected advertisement is electronically obtained from a third party data processing system using the Internet.

15. The method of claim 1, wherein the advertisement is displayed to a recipient during a period of at least one of before, during and after the communication.

5 16. The method of claim 1, wherein the data processing system is at least one of a computer and telephone.

17. The method of claim 2, wherein the advertisement is embedded in the communication by a third party.

10 18. The method of claim 1 wherein said preselected advertisement is determined at least in part by the recipient's demographic.

15 19. The method of claim 18 wherein said demographic is at least one of location, language, gender, age, income, and physical handicap.

20 20. A method of transmitting an electronic communication including an advertisement from a data processing system associated with a sending party to a data processing system associated with a receiving party comprising the steps of:

25 locating a data file containing signature information on the data processing system associated with the sending party, said signature information being appended to electronic communications originating from the data processing system associated with the sending party;

modifying information stored within said signature file to include an advertisement;

transmitting an electronic communication using the data processing system associated with the sending party to the data processing system associated with the



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